

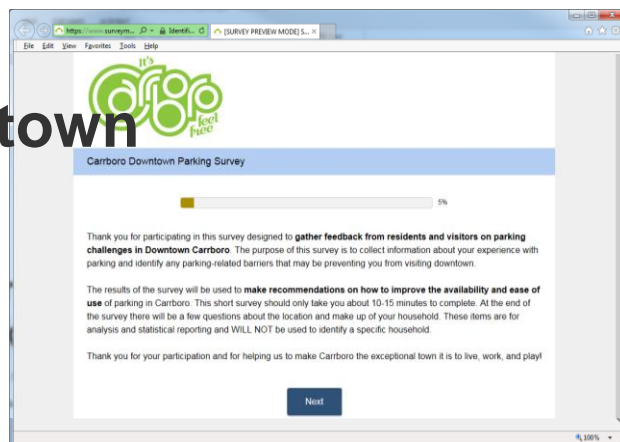
Carrboro NC Downtown Parking Survey

Opened Friday, February 5, 2016

Closed Friday, August 26, 2016

602 respondents

530 completed surveys

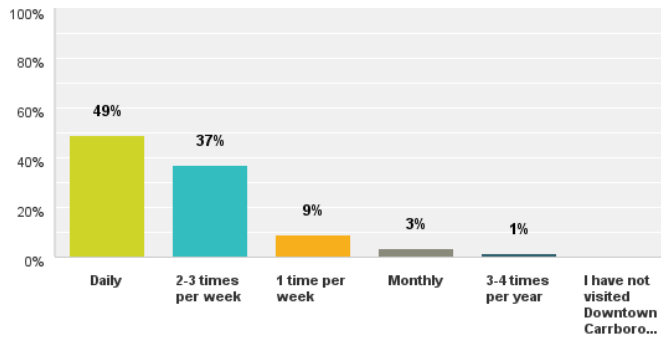


Q1: What is your residential zip code?

Zip Codes	Town	# of Responses	% of Responses
27510	Carrboro	344	57%
27516	Chapel Hill	147	24%
27514	Chapel Hill	28	5%
27517	Chapel Hill	22	4%
27278	Hillsborough	10	2%
<i>all others</i>	<i>other</i>	51	8%

Q2: How often do you visit Downtown Carrboro?

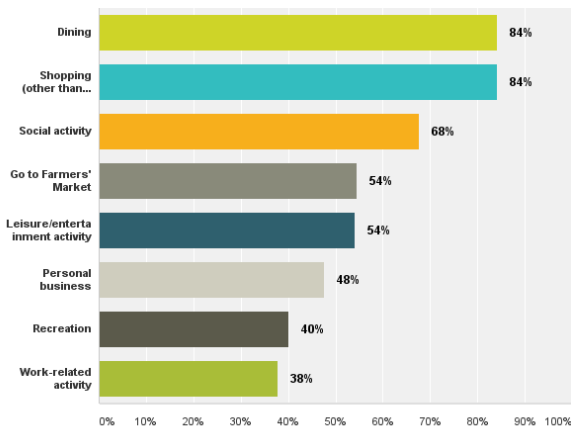
Answered: 602 Skipped: 0



Answer Choices	Responses
Daily	49% 295
2-3 times per week	37% 223
1 time per week	9% 55
Monthly	3% 21
3-4 times per year	1% 8
I have not visited Downtown Carrboro in the last year	0% 0
Total	602

Q3: What is the purpose of your visits? (check all that apply)

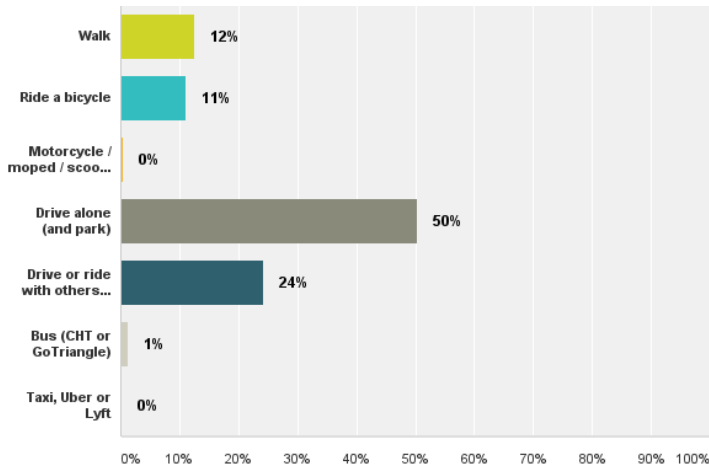
Answered: 592 Skipped: 10



Answer Choices	Responses
Dining	84% 498
Shopping (other than Farmers' Market)	84% 498
Social activity	68% 400
Go to Farmers' Market	54% 322
Leisure/entertainment activity	54% 320
Personal business	48% 282
Recreation	40% 237
Work-related activity	38% 224
Total Respondents: 592	

Q4: How do you typically travel to Downtown Carrboro?

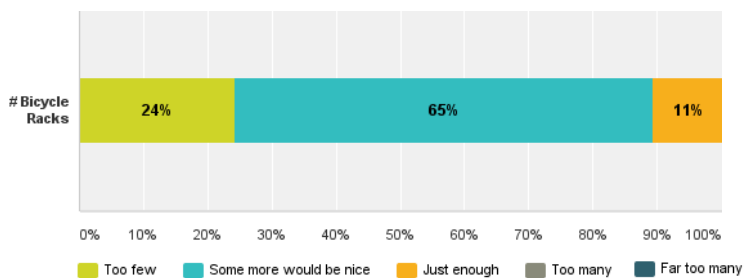
Answered: 593 Skipped: 9



Answer Choices	Responses
Walk	12% 74
Ride a bicycle	11% 66
Motorcycle/moped/scooter (and park)	0% 2
Drive alone (and park)	50% 298
Drive/ride with others (and park)	24% 144
Bus (CHT or GoTriangle)	1% 8
Taxi, Uber or Lyft	0% 1
Total	593

Q5: Please rate the TOTAL NUMBER of bicycle rack parking locations in Downtown Carrboro

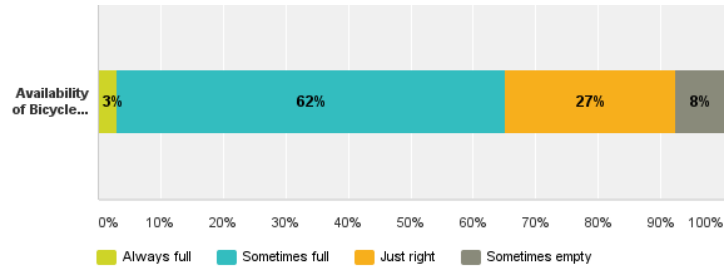
Answered: 66 Skipped: 536



	Too few	Some more would be nice	Just enough	Too many	Far too many	Total	Weighted Average
# Bicycle Racks	24% 16	65% 43	11% 7	0% 0	0% 0	66	1.86

Q6: Please rate the AVAILABILITY of bicycle rack parking in Downtown Carrboro

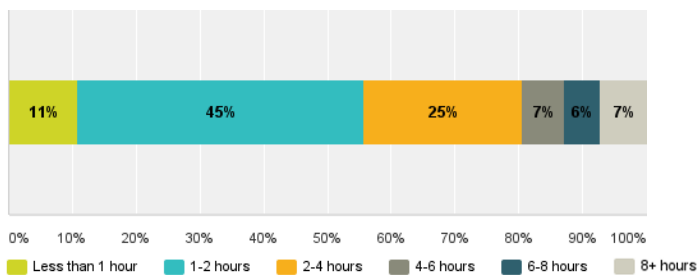
Answered: 66 Skipped: 536



	Always full	Sometimes full	Just right	Sometimes empty	Always empty	Total	Weighted Average
Availability of Bicycle Racks	3% 2	62% 41	27% 18	8% 5	0% 0	66	2.39

Q7: How long do you typically stay when you visit Downtown Carrboro?

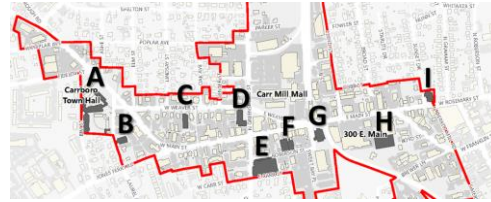
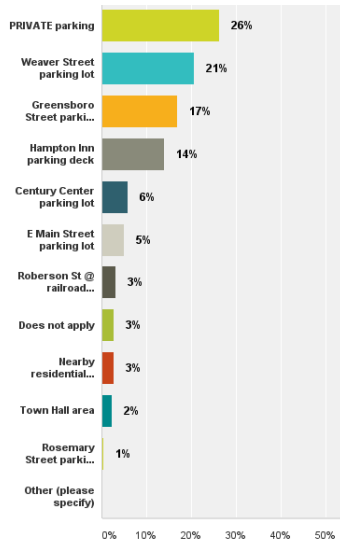
Answered: 592 Skipped: 10



Answer Choices	Responses
Less than 1 hour	11% 64
1-2 hours	45% 266
2-4 hours	25% 147
4-6 hours	7% 39
6-8 hours	6% 33
8+ hours	7% 43
Total	592

Q8: Thinking back to the last time you chose to drive to Downtown Carrboro, where did you park?

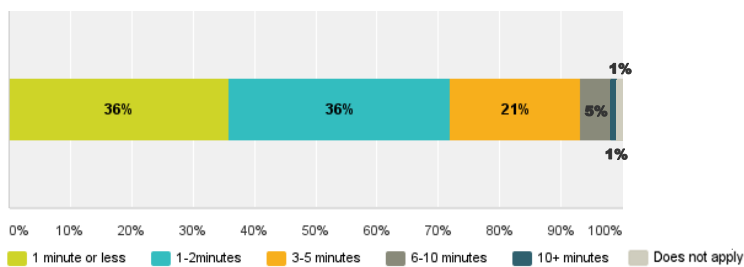
Answered: 591 Skipped: 11



Answer Choices	Responses
PRIVATE parking	26% 156
C Weaver Street parking lot	21% 122
E Greensboro Street parking lot	17% 100
H Hampton Inn parking deck	14% 83
D Century Center parking lot	6% 34
F E Main Street parking lot	5% 29
G Roberson St @ railroad parking lot	3% 19
Does not apply	3% 16
B Nearby residential street (on-street parking)	3% 16
A Town Hall area	2% 13
I Rosemary Street parking lot	1% 3
Other (please specify)	0% 0
Total	591

Q9: Thinking back to the last time you chose to drive to Downtown Carrboro, once you parked how long was your walk to your final destination?

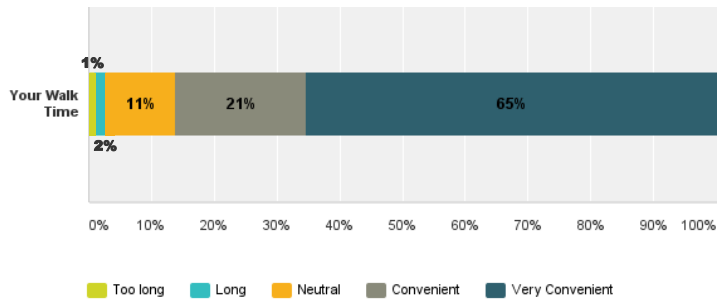
Answered: 570 Skipped: 32



Answer Choices	Responses
1 minute or less	36% 204
1-2minutes	36% 206
3-5 minutes	21% 121
6-10 minutes	5% 29
10+ minutes	1% 6
Does not apply	1% 4
Total	570

Q10: Please rate your ACCEPTANCE for this walking time (from previous question)

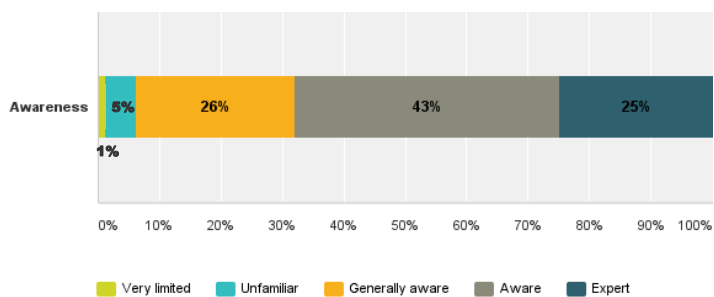
Answered: 559 Skipped: 43



	Too long	Long	Neutral	Convenient	Very Convenient	Total	Weighted Average
Your Walk Time	1% 6	2% 10	11% 61	21% 117	65% 365	559	4.48

Q11: Please rate your AWARENESS of available public parking in Downtown Carrboro

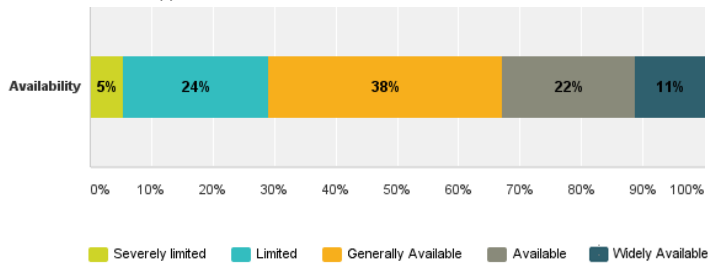
Answered: 559 Skipped: 43



	Very limited	Unfamiliar	Generally aware	Aware	Expert	Total	Weighted Average
Awareness	1% 7	5% 28	26% 144	43% 241	25% 139	559	3.85

Q12: Please rate the AVAILABILITY of parking lot options in Downtown Carrboro

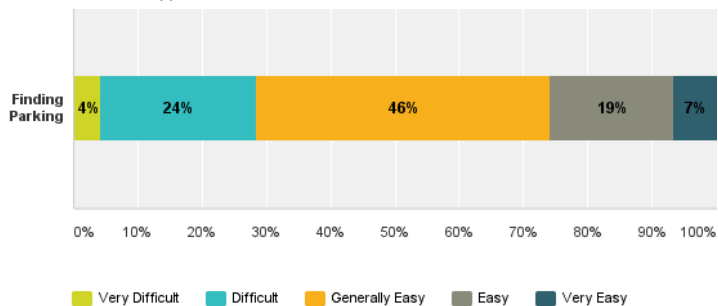
Answered: 556 Skipped: 46



	Severely limited	Limited	Generally Available	Available	Widely Available	Total	Weighted Average
Availability	5% 30	24% 132	38% 211	22% 121	11% 62	556	3.10

Q13: Please rate the RELATIVE EASE of finding parking in Downtown Carrboro

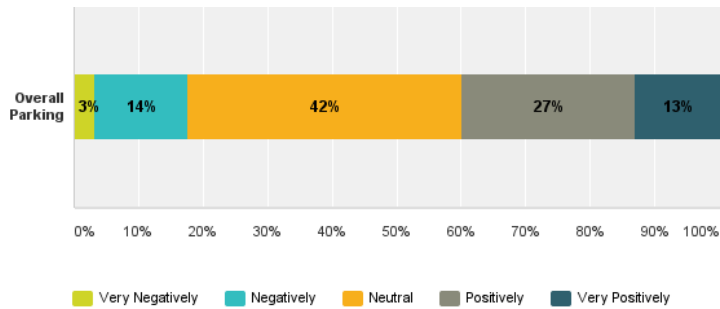
Answered: 559 Skipped: 43



	Very Difficult	Difficult	Generally Easy	Easy	Very Easy	Total	Weighted Average
Finding Parking	4% 23	24% 136	46% 255	19% 108	7% 37	559	3.00

Q14: How has the overall AVAILABILITY and EASE of parking in Downtown Carrboro affected your decision to visit Downtown Carrboro?

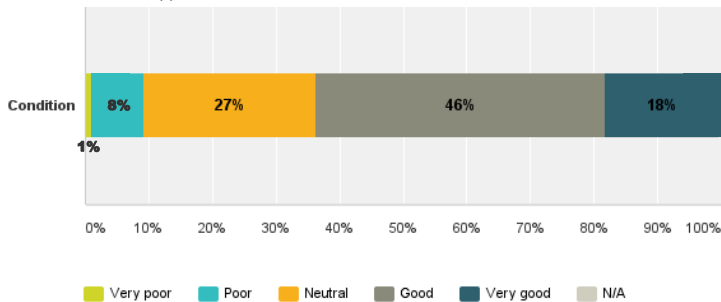
Answered: 558 Skipped: 44



	Very Negatively	Negatively	Neutral	Positively	Very Positively	Total	Weighted Average
Overall Parking	3% 18	14% 80	42% 237	27% 150	13% 73	558	3.32

Q15: Please rate the CONDITION of public parking lots in Downtown Carrboro

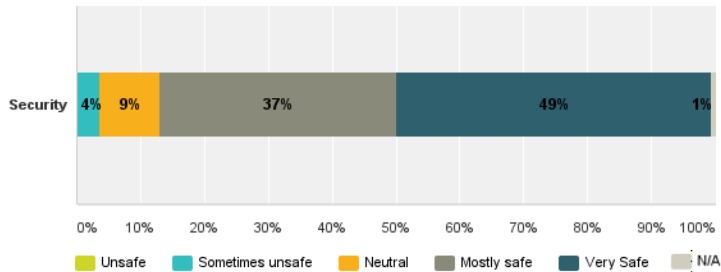
Answered: 551 Skipped: 51



	Very poor	Poor	Neutral	Good	Very good	N/A	Total	Weighted Average
Condition	1% 6	8% 45	27% 149	46% 251	18% 98	0% 2	551	3.71

Q16: Please rate your feeling of PERSONAL SECURITY within public parking lots in Downtown Carrboro

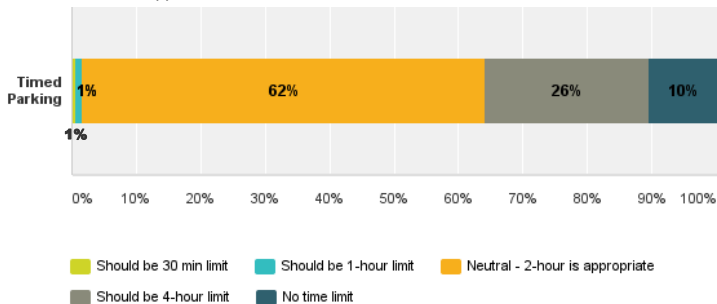
Answered: 551 Skipped: 51



	Unsafe	Sometimes unsafe	Neutral	Mostly safe	Very Safe	N/A	Total	Weighted Average
Security	0%	4%	9%	37%	49%	1%	551	4.33
	0	20	52	204	272	3		

Q17: Please rate the current 2-hour TIMED PARKING LIMIT for public parking lots in Downtown Carrboro

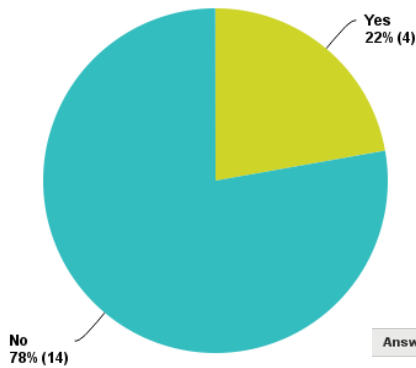
Answered: 549 Skipped: 53



	Should be 30 min limit	Should be 1-hour limit	Neutral - 2-hour is appropriate	Should be 4-hour limit	No time limit	Total	Weighted Average
Timed Parking	1%	1%	62%	26%	10%	549	3.44
	3	6	343	140	57		

Q18: If you do not regularly visit Downtown Carrboro, has the expected AVAILABILITY of parking ever factored into your decision to not visit?

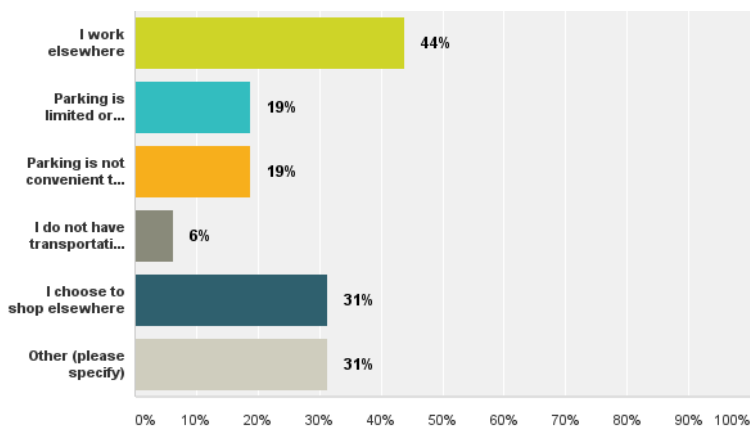
Answered: 18 Skipped: 584



Answer Choices	Responses	
Yes	22%	4
No	78%	14
Total		18

Q19: Please list the reasons that you DO NOT typically visit Downtown Carrboro? (check all that apply)

Answered: 16 Skipped: 586



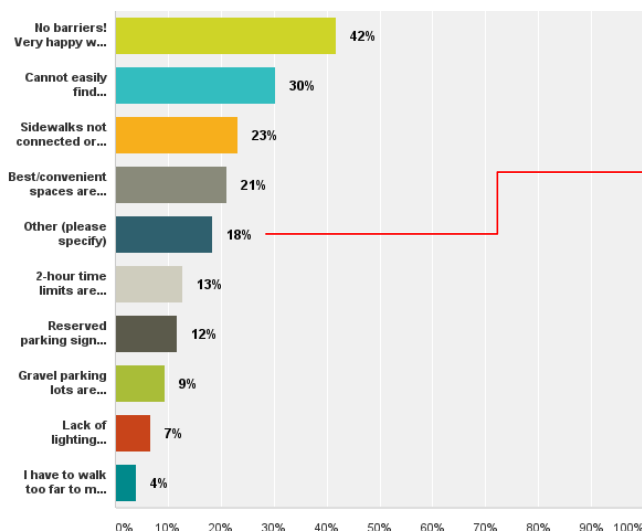
Answer Choices	Responses	
I work elsewhere	44%	7
Parking is limited or difficult to find	19%	3
Parking is not convenient to my destination	19%	3
I do not have transportation options	6%	1
I choose to shop elsewhere	31%	5
Other (please specify)	31%	5
Total Respondents: 16		

Q19: Please list the reasons that you DO NOT typically visit Downtown Carrboro? (other)

Free-responses
<ul style="list-style-type: none"> I always visit downtown Carrboro, via walking, bike, or bus. I visit BECAUSE of the lack of parking, I see people outside and the scenery isn't ruined by disgusting parking lots! I typically attend yoga at Carrboro yoga; occasionally visit the Farmer's Market. I do visit downtown, and park either in the Carr Mill Mall lot, the Farmer's Market lots, or the hotel garage. Sometimes overflow to the Harris Teeter lot makes grocery shopping and picking up prescriptions difficult. Chapel Hill Transit runs infrequently from my home to downtown Carrboro during weekdays, and even less so during weekends, when I'm more likely to have free time to visit Downtown Carrboro.

Q20: In your opinion, what are the barriers that are preventing you from visiting Downtown Carrboro more frequently? (check all that apply)

Answered: 555 Skipped: 47



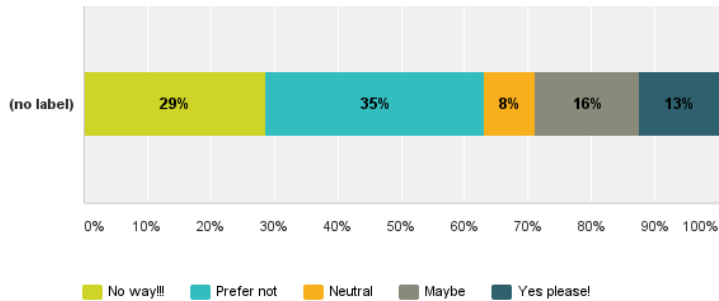
Answer Choices	Responses
No barriers! Very happy with Downtown Carrboro	42% 232
Cannot easily find any/convenient parking	30% 168
Sidewalks not connected or poorly maintained	23% 129
Best/convenient spaces are typically occupied	21% 117
Other (please specify)	18% 102
2-hour time limits are inconvenient	13% 71
Reserved parking signs are confusing	12% 65
Gravel parking lots are undesirable	9% 52
Lack of lighting (safety)	7% 37
I have to walk too far to my final destination	4% 22
Total Respondents: 555	

"Other" responses

- 33% of "Other" responses relate to alternative transportation (bicycle/pedestrian/transit)
- An additional 33% is related to convenient parking and anxiety over time limits

Q21: Please rate your willingness to PAY AN HOURLY FEE to ensure that parking is available when you need it

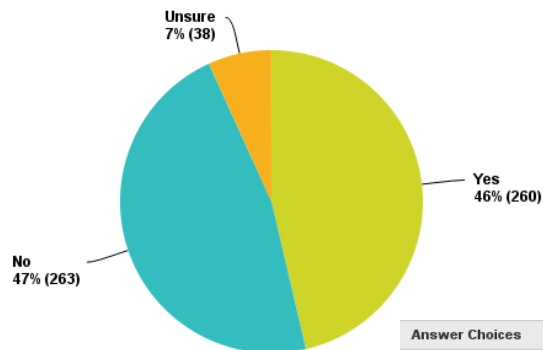
Answered: 559 Skipped: 43



	No way!!!	Prefer not	Neutral	Maybe	Yes please!	Total	Weighted Average
(no label)	29% 160	35% 193	8% 45	16% 91	13% 70	559	2.50

Q22: Is riding the Chapel Hill Transit or GoTriangle bus from your home to Downtown Carrboro an option for you?

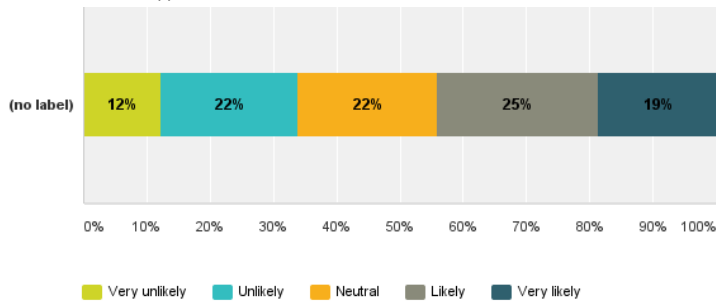
Answered: 561 Skipped: 41



Answer Choices	Responses
Yes	46% 260
No	47% 263
Unsure	7% 38
Total	561

Q23: If riding the Chapel Hill Transit or GoTriangle bus were (more) convenient from your home, please rate your willingness to ride transit rather than drive to Downtown Carrboro

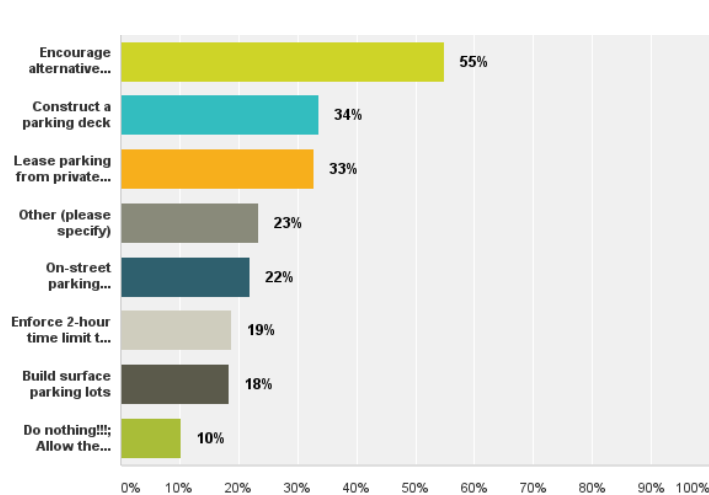
Answered: 541 Skipped: 61



	Very unlikely	Unlikely	Neutral	Likely	Very likely	Total	Weighted Average
(no label)	12% 66	22% 117	22% 120	25% 137	19% 101	541	3.17

Q24: In your opinion, "To improve parking in Downtown Carrboro the Town should..." (check all that apply)

Answered: 552 Skipped: 50



Answer Choices	Responses
Encourage alternative transportation modes (bus, bike, walk)	55% 303
Construct a parking deck	34% 186
Lease parking from private property owners	33% 181
Other (please specify)	23% 129
On-street parking opportunities within residential neighborhoods	22% 121
Enforce 2-hour time limit to encourage turnover	19% 104
Build surface parking lots	18% 101
Do nothing!!!; Allow the private sector to build (and charge) for parking	10% 56
Total Respondents: 552	

"Other" responses

- 33% of "Other" responses relate to alternative transportation (bicycle/pedestrian/transit)
- A further quarter are related to improved signage/wayfinding and shared parking
- 10% encourage a pay for parking scheme in the future

Q25 If you do NOT choose to use public parking, please tell us about your experience visiting Downtown Carrboro

Open-Ended Response **119 responses**



Q26 If you have any observations or thoughts you would like to share about parking in Carrboro (not specifically in downtown)

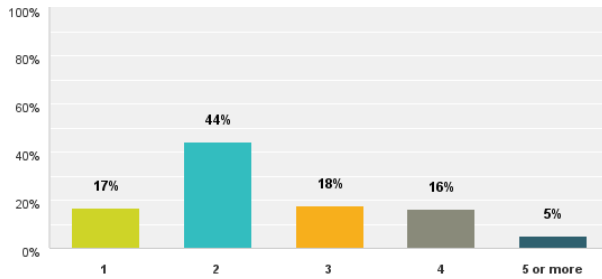
Open-Ended Response **239 responses**



Demographics Questions 27-33

Q27: How many persons live in your household?

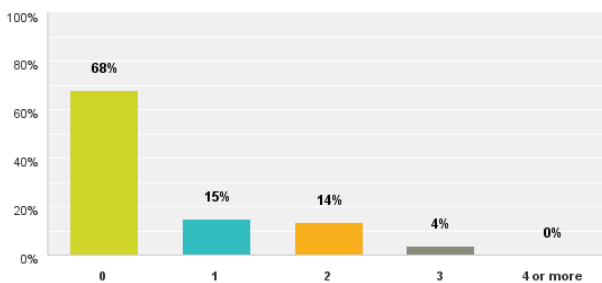
Answered: 555 Skipped: 47



Answer Choices	Responses
1	17% 93
2	44% 245
3	18% 98
4	16% 91
5 or more	5% 28
Total	555

Q28: Of the total number of persons in your household, how many are under the age of 18?

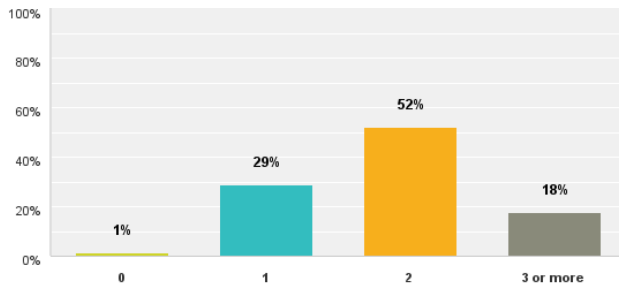
Answered: 555 Skipped: 47



Answer Choices	Responses
0	68% 376
1	15% 82
2	14% 76
3	4% 20
4 or more	0% 1
Total	555

Q29: How many vehicles (cars, pickup trucks, SUVs) are AVAILABLE to members of your household?

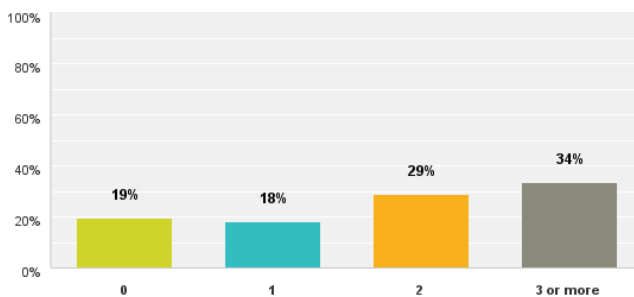
Answered: 553 Skipped: 49



Answer Choices	Responses
0	1% 7
1	29% 159
2	52% 288
3 or more	18% 99
Total	553

Q30: For comparison, how many bicycles are available to members of your household?

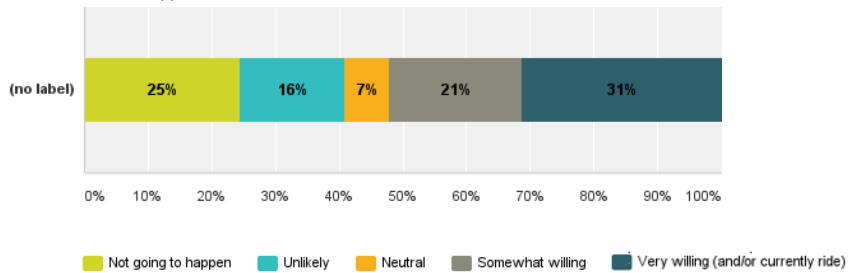
Answered: 551 Skipped: 51



Answer Choices	Responses
0	19% 107
1	18% 101
2	29% 158
3 or more	34% 185
Total	551

Q31: Please rate your willingness to RIDE A BICYCLE from home to Downtown Carrboro

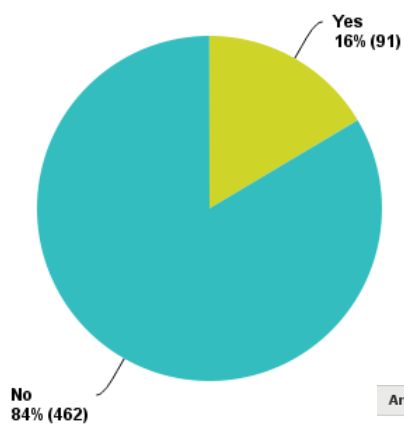
Answered: 555 Skipped: 47



	Not going to happen	Unlikely	Neutral	Somewhat willing	Very willing (and/or currently ride)	Total	Weighted Average
(no label)	25% 136	16% 91	7% 39	21% 116	31% 173	555	3.18

Q32: Do you or members of your household regularly use Chapel Hill Transit or GoTriangle to visit Downtown Carrboro?

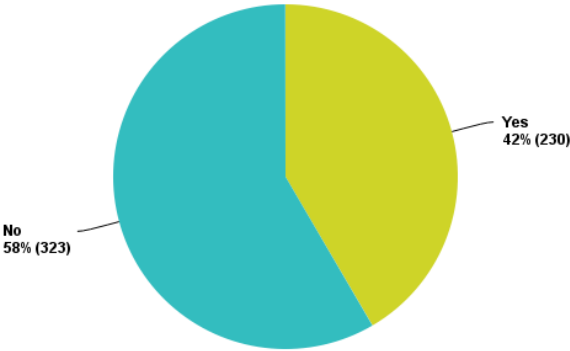
Answered: 553 Skipped: 49



Answer Choices	Responses
Yes	16% 91
No	84% 462
Total	553

Q33: Do you or members of your household regularly use Chapel Hill Transit or GoTriangle for any trip purpose?

Answered: 553 Skipped: 49



Answer Choices	Responses	
Yes	42%	230
No	58%	323
Total		553